EZ-TEXT

Standard Operating Procedure & Guidance

UNITED STATES NAVY

EZ-TEXT SOP & GUIDANCE

AMERICA'S NAVY

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1. INTRODUCTION

1.1 EZ-Text is a mass texting tool. CNRC is using this marketing tool to enhance lead conversions.

1.2 "List" contain names and phones numbers to target market. Which can be purchased, or supplied by high schools, colleges, and many more as described in (Section 6, Best Practices).

1.3 EZ-Text allows Navy Recruiters to engage with prospects by having a personalized, one-on-one conversation with contacts using a standard 10-digit phone number.

1.4 This tool allows recruiters to mass text, reaching more potential applicants in the least amount of time, raising Navy awareness with a direct connection to generating leads at a low cost and greater ROI.

1.5 SMS/MMS marketing is a great way to get instant visibility, text is real time and 97% of receivers will see it within 1-15 minutes.

2. PURPOSE

2.1 To provide standardized objectives, policies, guidelines and to promulgate the responsibilities ensuring cost effectiveness in ROI for EZ-Text, Standard Operating Procedures (SOP).

2.2 Align resources to augment any gaps in recruiting tools and efforts; and train for sustained readiness utilizing established policy, procedures, and best practices.

2.3 To assist commands in lead collection in age groups 16-39, community outreach, and awareness to support Navy Recruiting Command's (NRC) mission, vision, and guiding principles by utilizing EZ-Text as a tool.

3. SCOPE AND BACKGROUND

3.1 This instruction applies to all military, civilian, and contract personnel assigned to support Navy Recruiting Command operations designated this responsibility.

4. ACTION

4.1 The EZ-Text is located in paragraph (1) below and shall be used as a source to assist in the EZ-Text process. NRD/NTAG Commanding Officers (COs) (or designated personnel with the CO's or Executive Officer's signature) shall designate appointed personnel responsible for the role of MAO or E-Talent to execute EZ-Text Lead strategies.
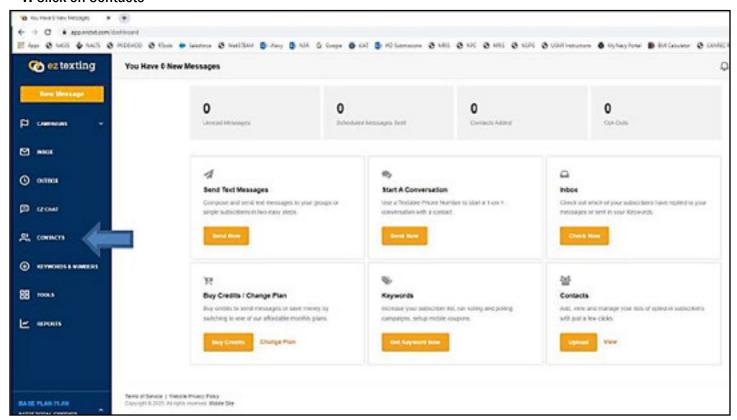
5. EZ-TEXT INSTRUCTIONS

5.1 Use CNRC link to EZ-Text at https://app.nrctxt.com/guest/login

5.2 Login information for your command can be obtained from Mr. Shawn Myers at 901-874-9405. Mr. Myers is also the POC for loading more credits. EZ-Text credits are not part of the Command Advertising Plan but you do need to maintain a no cost DEC Code for lead generation tracking purposes.
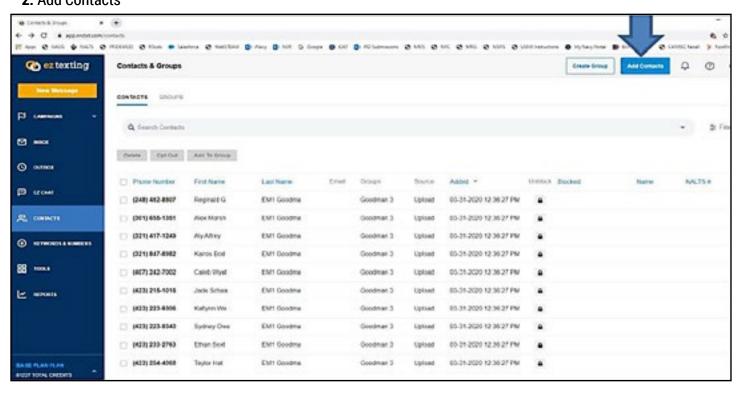
5.3 Generate a Contact List

1. Click on Contacts

2. Add Contacts

3. Upload

4. You can upload the entire list from an Excel spreadsheet. Make sure all the numbers on the spreadsheet have the U.S. standard of 10 digits. The spreadsheet can have multiple fields. The naming of these fields is based on the source or type of list being used.

5. When sending texts out for an individual recruiter, make one of the fields that recruiter's name.

6. The program will ask if you want to add contacts to an existing group or create a new group. When making a new group you will have to check the box that you agree to the "terms and conditions" that attained these contacts legally.
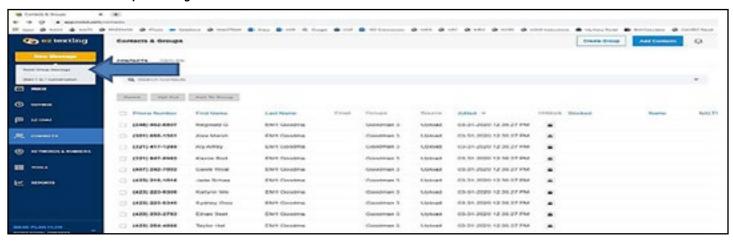
New Mass Text Message

1. Hover over "New Message".
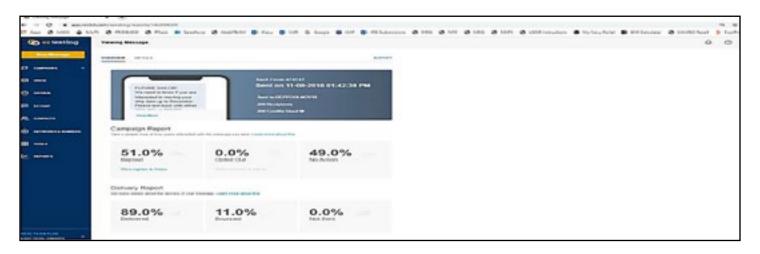
2. Click "Send Group Message".

3. The group you created when you uploaded your contact list earlier is available for selection by clicking the drop down to the right of the "To" field.

4. Type your message in the message field.

5. SMS is limited to 160 characters. MMS is limited to 1600 characters.

6. Subject field is not required.

7. Per CNRC, every message has to have an OPT OUT function. When you click the personalized function (…) you have to include the "Unsubscribed" option. (not pictured)

To view the message results:

1. From the menu, click on the outbox

2. Click on the message that was sent

3. View the Message Overview page

To see the replies from a specific message:

1. Utilize the "view replies" in inbox hyperlink within the message overview page.

2. To view messages in the order they are received, use the "inbox" to left. This is where it benefits having a recruiter's name, station, or other criteria in one of the fields on your spreadsheet prior to uploading. This makes it easier for tracking and forwarding purposes.

3. Manually optout the replies that did not use the word "stop" on EZ-Text.

4. There are prohibited words that EZ-Text automatically blocks from sending. For instance, the word "Loan" had to be whitelisted because the system blocks loan solicitations.

5. After text, you will be able to review all flags. If you have a message that will not allow you to send, call 1-800-753-5732 and have their customer service review the message for manual approval.

6. EZ-TEXT SAMPLE MESSAGES

1. The most successful people in the world see an obstacle and create an opportunity from it. Now is a perfect time for you to work on what you are going to do with your future. The US Navy has a large number of jobs across a wide variety of career fields to choose from. Additionally, our college funding plans, lifelong medical coverage, and package of other benefits will help guarantee your success in life. Call us at xxx-xxx-xxxx for more information to see if you are qualify. Text STOP to be removed from this list.

2. Work on your future. The Navy has great careers. Our benefits will help you achieve success in life. Call/text/FaceTime xxx-xxx-xxxx for info or text STOP to be removed. (Exactly less than 160 characters)

3. Ready to talk about your future? Did you know the Navy has over 70 career fields that will help exceed your expectations! Call/text/FaceTime me at xxx-xxx-xxxx for more info or text STOP to be removed.

4. Future Sailor, we have Submariner jobs! Electronic Computer Field & IT. Act Now, Education Repayment up to $65,000 or $10,000 bonus. Call/text xxx-xxx-xxxx.

5. ATTENTION FUTURE SAILORS,
Special incentives are now in place for Submarine Electronic Computer Field (SECF) and Information Systems Technician (Submarine). These incentives include the Student Loan Repayment Program for up to $65,000 and Bonus of $10,000. Not to mention additional pay incentives like Sea Pay and Sub Pay that increase significantly over time. You can keep your current ship date or move up if desired. There are limited funds for these incentives, so if you are interested, reply to this text ASAP or call headquarters at xxx-xxx-xxxx. Text stop to be removed from this list.

6. Recently you inquired with the U.S. Navy regarding education benefits, such as scholarships or various career field options available to you. Despite several attempts, we have failed to reach you. If you are still interested please call us at 800-xxx-xxxx or simply reply to this text and we will contact you soon. To opt out of future texts reply "Stop"

7. Generic from NTAG Mid America
Petty Officer XXX here. It's said the most successful people in the world see an obstacle and create an opportunity from it. Now is the perfect time for you to create opportunities upon graduation. With a large number of various jobs, the U.S. NAVY can offer you a wide selection of career fields for you to choose. Additionally, our college funding plans, medical coverage, and tons of other benefits will help guarantee your success in life. Call me at xxx-xxx-xxxx for more information and see if you're qualified, or simply reply back with "more info" and you will be contacted soon. Text "STOP" to be removed from this list.

8. Nuke
Are you interested in exploring your career opportunities? Become a Nuclear Engineer in the U.S. NAVY and receive a guaranteed $38,000 sign-on bonus! Call/text xxx-xxx-xxxx or reply "YES" for more information. Reply "STOP" to be removed.

9. **Warrior challenge**
There's something inside you, pushing you against the tide and away from convention. You're destined for greatness and the rules you follow are your own. Your place in the world isn't the rank-and-file, nine-to-five routine. No, you belong where your physical skills and passion for achievement amount to something extraordinary. You'll do anything to get there. Navy Special Warfare offers opportunities to meet these qualities in you. Call/text xxx-xxx-xxxx or reply "YES" for more information. Reply "STOP" to stop receiving messages. NO FEAR. NO FAILURE.

10. **Prior service**
America's Navy offers various opportunities for former service members who yearn to once again feel the pride of putting on a uniform and serving their country. If you are considering going back to Active Duty service, please contact xxx-xxx-xxxx to get more details on potential affiliation options. If you desire serving part-time you can explore opportunities within the Navy Reserves, which enables you to reconnect with the military mission, regain access to rewarding benefits and further refine your skills. It's the perfect complement to your civilian life and the military life you often miss. Reply "YES" to this message for more information. Reply "STOP" to stop messages.

11. **ATTENTION VETERANS**
America's Navy offers various opportunities for former service members who yearn to once again feel the pride of putting on a uniform and serving their country. The Navy is still here and ready for you to serve, enabling you to reconnect with the military mission, regain access to rewarding benefits and further refine your skills. It's the perfect complement to your civilian life and the military life you often miss. Contact xxx-xxx-xxxx to get details. Reply "YES" to this message for more information. Reply STOP to stop messages.

12. **NROTC**
College Scholarships can be found here! The Navy ROTC scholarship program offers up to $200,000 for college and a career! The application process is easy and we'll be with you every step of the way. Current high school Juniors apply for the 4-year scholarship. Current high school Seniors apply for the 3-year scholarship. To see if you qualify, go to www.nrotc.navy.mil or call xxx-xxx-xxxx. Reply "YES" to this message for more information. Reply "STOP" to stop messages.

13. **General Enlisted**
Out here, it's not where the sea takes you, but who it makes you. This is where you test your limits, build your strength and fulfill your potential. Become part of something bigger. To speak with a U.S. Navy talent scout about what opportunities the Navy has for you, call xxx-xxx-xxxx or reply "YES" to this message. Reply "STOP" to be removed.

14. Hello, you recently requested information from Navy.com. I haven't been able to reach you. I would love to set a time up to talk about your goals and how the Navy can help you achieve them. Let's schedule a time today! You can call me at xxx-xxx-xxxx or simply reply to this text. Text STOP to opt out.

6. BEST PRACTICES

MOST IMPORTANT: Assign designated recruiters/staff to make calls

1. The key is to have as many lists as possible, list ideas include:

    a. Local Universities- Entire school roster, drop out, early grad list,

    b. Community College- Entire school roster, drop out list, GED list,

    c. Homeschool program list,

    d. High School District (NROTC campaigns only)- Homeschool list, early grad list, AP/IB students list (Do not use actual HS List, phone numbers are typical parents POC, and you will be reported as spam),

    e. NALTS- (i.e.) Search for list of applicant that were too young in years prior, NUPOC that did not get an officer contract, or people that couldn't join due to "not enough education", NSW/NSW interested, etc.

    f. Events – such as a Swarm, Diversity, or Career Fair.

2. Use a Customer Relations Manager (CRM) when using a CRM you can create a rule to siphon out bad numbers to eliminate wasting money and saving time.

3. Send ONLY the most valuable content and do not overdo it. Create a campaign to send a focused EZ-Text to a certain list (i.e. NUKE, NAT, SPECWAR).

4. Matching recruiters current social media campaigns will boost engagements.

5. Use a designated Lead's Cell Phone number- This will allow calls, text and FaceTime. This helps to validate that there is a real person on the other end, not just a robot/spam text.

6. Send an EZ-Text that includes a dedicated jobs page for your AOR.

7. Make sure to use prsnavy.secure.force.com/contactform/ (make sure to create a trackable link).

8. Manually optout the replies that did not use the word "stop" on EZ-Text.

9. In your spreadsheet, make sure to make the last name and first name in separate fields. This will allow you make the text message more personable.

10. Call the numbers immediately – have a person that will call the interested people blueprint and set an appointment… FAST!

11. Disadvantage: If an EZ-Text "interested list" is sent to the field, the risk is that they will not be contacted quick enough. You need to contact them while they are hot.

12. NALTS: Track the daily NALTS to see if your EZ-Text has produced Navy awareness. Assigned recruiters should call leads immediately.

Notes from EZ-TEXT Company:

1. Creating your contact list with EZ-Texting is easy. You can upload a list of numbers from a spreadsheet or add them manually, one by one. When you upload your opted-in contacts, you can include first and last name, among other fields, to customize outgoing messages. You may also sort, segment and update your list of unlimited contacts.

2. A link shortened or URL shortened can help you fit in a URL without eating up your characters count. This is especially handy when the URL you need to include is long or hard to read. Plus, when you send an SMS text message, you only have 160 characters to work with. EZ-Texting's link shortened also enables tracking, so you can see how your link performs.

3. Every contact in your text marketing list is more than just a phone number. First and last name fields can be automatically merged into your mass text messages for a personal touch. Personalizing your mobile marketing campaigns with the recipients´ names is one of the best advanced messaging features for maximizing the impact of your message.

Any questions, the utilization of this EZ-TEXT Marketing Tool, contact:

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